

CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Advanced Subsidiary and Advanced Level

MARK SCHEME for the October/November 2015 series

9395 TRAVEL AND TOURISM

9395/31

Paper 3 (International Business & Leisure Travel Services),
maximum raw mark 100

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1 (a) (i) Identify two international convention venues in South Africa. [2]

e.g.

- Durban International Convention Centre (1)
- Port Elizabeth's Boardwalk Convention Centre (1)
- Cape Town International Convention Centre (1)

(ii) Define, using an example, the term *large-scale event*. [2]

A *large-scale event* (any event e.g. sporting, leisure, beauty, exhibition) is one attracting a large number of people (1) more than 200 attendees (1) e.g. World Travel Market (1)

(b) Explain briefly three reasons for the likely appeal of South Africa as a business tourism destination. [6]

e.g.

- Location (1) convenient in terms of accessibility (1)
- Adjacent facilities (1) delegates will also take part in leisure activities in the destination (1)
- Affordability (1) favourable exchange rates against the Rand (1)
- Diverse cultural appeal (1) visit traditional arts and craft businesses (1)
- Construction of new conference venues (new facilities) (1) e.g. CTICC (1)
- Availability of SANCB (1) offering support for business tourism planners (1)

Accept any reasonable answers

Do not accept specific facilities offered in the hotels e.g. projector

(c) Explain fully two functions of the South Africa National Convention Bureau (SANCB). [6]

e.g.

- Securing bids and events for South Africa (1) giving official sporting and other major events the chance to use South Africa as a host nation (1) to raise the profile and the income generation of the country (1)
- Marketing of South Africa as a business tourism destination (1) to encourage all types of business to consider hosting a meeting or event in the country (1) to enhance the reputation of South Africa as a meeting destination (1) raising awareness (1), increase number of tourists (1)

Accept any reasonable suggestions including generic references to support services for business tourism.

Do not accept reference to security under securing bids.

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- (d) Evaluate the extent to which Cape Town’s Pepperclub Hotel and Spa caters to the needs of business tourists. [9]

Indicative content

- Has four meeting rooms and a large banqueting room
- Can cater up to 150 people – relatively small number
- Has all modern technology to meet business needs – teleconferencing, WiFi, PA system etc.
- Has its own conference centre on site
- Can provide catering services
- Leisure activities such as spa

Level 1 (1–3 marks) Candidate **identifies** 1, 2 or more ways in which the hotel meets business tourists needs

Level 2 (4–6 marks) Candidate **explains** 1, 2 or more ways in which the hotel meets business tourists needs

Level 3 (7–9 marks) **Candidate makes analytical or evaluative statements** regarding the effectiveness of the hotel in meeting business tourists’ needs.

Do not credit the same answers as in 1b in terms of South Africa.

- 2 (a) (i) Explain the term *hop-on, hop off*. [2]

e.g.

- Tourists can choose where and when to get on and off the train at designated stops (1) offering flexibility to visit the sights along the route at free will (1)

Accept any reasonable answers

- (ii) Identify **two** ways in which customers can reserve their place on a KiwiRail Scenic Journeys trip. [2]

- Online (1)
- By telephone (1)

- (b) Explain briefly **three** reasons why travel organisations offer ancillary products and services, such as Scenic Escape travel packages. [6]

e.g.

- Customer satisfaction/meeting customer needs (1) to gain customer loyalty and repeat business (1)
- Profit generation (1) increases the opportunity to earn revenue (1)
- Competitive advantage (1) offer something that their rivals don’t (1)

Accept any reasonable suggestions

Be careful not to double credit the same exemplification across two reasons e.g. gain more customers under competitive advantage and under profit generation

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(c) Explain fully two reasons for the appeal of the KiwiRail Scenic Journeys travel product for overseas leisure travellers. [6]

e.g.

- Travel commentary in 5 languages via passenger headphones (1) so visitors can benefit from information in their own language (1) so can look out for specific landmark features as they travel (1)
- Generous baggage allowance (1) each passenger may bring two items of luggage with combined weight of 40kg (1) allows passengers to carry more baggage than by air (1)
- Carriage facilities are comfortable (1) air conditioning and panoramic windows/open viewing (1) allows passengers to enjoy the journey (1)
- Travel passes (1) offers value for money/discounts/savings (1), the more you travel the better the savings (1)
- Hop on/hop off facility (1) to allow tourists to see the destination (1) in a more convenient/flexible way (1)
- Travel package (1) available e.g. whale watching and wine tasting (1) to enhance customer experience (1)

Accept any reasonable suggestions

Do not accept 'online booking' as an advantage, this is distribution not product.

(d) Recommend ways in which travel service providers, such as KiwiRail Scenic Journeys, can manage the seasonal variation in demand. Give reasons for your recommendations. [9]

Indicative Content

- Restricted winter timetables – travel only when there is sufficient demand in order to reduce overheads
- Special offers – offer price reductions to encourage more travellers during the off peak seasons
- Increased marketing and promotion – raise awareness of the products
- Seasonal employment – cost saving to the company
- Special packages/activities for Christmas and winter

Level 1 (1–3 marks) Candidate **identifies** up to three ways in which the effects of seasonality might be managed. References to specific examples of product amendment e.g. central heating can be credited.

Level 2 (4–6 marks) Candidate **explains** up to three ways in which the effects of seasonality on demand (not on product) might be managed

Level 3 (7–9 marks) Candidate makes up to three analytical or evaluative comments about the way in which the effects of seasonality on demand (not on product) might be managed/ and /or the reasons why the company may do this.

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3 (a) (i) Define, using an example, the term *medical tourist*. [2]

Travel for the purpose of receiving treatment for medical reasons or to improve health/fitness or for cosmetic reasons (1) e.g. travelling to Costa Rica for heart surgery (1)

Accept any reasonable definition

Do not accept data from the case study about number of medical tourists to Turkey.

(ii) Identify two source markets for medical tourists to Turkey [2]

- Germany (1)
- The Netherlands (1)
- Belgium (1)
- Algeria (1)
- Azerbaijan (1)
- Qatar (1)
- US (1)

Can accept Europe, only if second example is non-European.

(b) Explain briefly three reasons why Turkey is an attractive medical tourism destination. [6]

e.g.

- Cheaper procedures offered (1) big cost savings for patients, as much as 60% cheaper (1)
- Country has more American-accredited hospitals than anywhere else (1) patients know that standards are high (1)
- Cultural atmosphere of the country (1) friendly, safe environment for family of patients to enjoy during period of recuperation (1) e.g. skiing or shopping (1)
- Geographical location of Turkey (1) easy accessibility (1)

Accept any reasonable suggestions

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- (c) **Medical tourism packages are often sold by specialist tour operators and online. Explain fully why such packages are sold in each of these ways.** [6]

e.g.

Through specialist medical tourism tour operators

- using an intermediary with specialist knowledge of the different procedures (1) tour operator puts a travel package together (1) customisation/tailor made to customer needs/requirements/offer ancillary services (1)
- available in different parts of the world (1)
- customer benefits from expertise/advice of the operator (1)

Online

- direct with the healthcare provider (1)
- Internet makes it easy for customers to search and find appropriate facilities (1)
- make enquiries and confirm bookings independently (1)
- given the sensitive nature of the enquiries (1)
- able to see customer feedback/reviews (1)
- available 24 hours (1)
- searching for best prices/cheaper (1)

Accept any reasonable suggestions

- (d) **Evaluate the importance of developing diversified tourism markets, including medical tourism, for countries such as Turkey** [9]

Indicative content

- Although Turkey is 6th Top Destination according to UNWTO, it is struggling with a balance of payments deficit like most other countries during this world recession
- To increase revenue, create employment, investment in infrastructure, foreign currency earnings, encourage secondary spend, all to make a contribution to the economy/GDP
- Needs alternatives to the all inclusive packages which make money for the resort owners but inject little additional revenue in the destination due to leakage and impacts on the multiplier effect
- Customers are looking for alternative holiday experiences; health tourism is growing in popularity; target new market segments

Use level of response criteria

Level 1 (1–3 marks) Candidate **identifies** up to three reasons why countries need to diversify their tourism product

Level 2 (4–6 marks) Candidate **explains** up to three reasons why countries need to diversify their tourism product

Level 3 (7–9 marks) Candidate makes analytical or evaluative comments based on the need to offer diversified tourism products to overcome economic impacts of seasonality, leakage, etc.

Candidates may make references to recent events in Turkey and their impact on markets. These answers may also be credited.

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4 (a) (i) Identify two features of the Norwegian travel product. [2]

e.g.

- Single class of travel – economy (1)
- Seats can be reserved at an additional cost (1)
- Extra legroom seats can also be reserved (1)
- Fullflex ticket price includes seat reservation and one item of luggage (1)
- Check-in via SMS boarding pass (1)
- High speed broadband available on flights within Europe (1)
- Video entertainment on 2hour+ flights; movies if flight is 3.5 hrs+ (1)
- In-seat music if flight is 3.5 hrs + (1)
- Snacks and beverages can be purchased on all flights (1)
- Low price flights (1)

Accept any reasonable suggestions

Do not accept features without qualification e.g. high speed broadband or inflight entertainment

(ii) Explain, using an example, the term *customer with special needs*. [2]

E.g.

Someone with additional requirements, including mobility, vision, hearing, dietary etc.
Can include passengers travelling with small children (1) e.g. wheelchair user (1)

Accept any reasonable answers

(b) Explain briefly three likely roles of the Norwegian Civil Aviation Authority. [6]

e.g.

- Ensure safe and efficient operation of flights in Norway (1) oversees all passenger airlines (1)
- Sets industry standards for commercial airlines (1) may operate a code of practice for all licensed airlines (1)
- Grants licences and operating permits (1) ensures that all airlines are fit for purpose (1)
- Work in partnership with international civil aviation authorities and other industry bodies (1) e.g. IATA (1)
- Ensures Norway's airline industry complies with international aviation regulations etc (1) rules and regulations (1)

Accept any reasonable answers

Accept references to customer wellbeing but not customer service / information.

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(c) Explain fully two benefits to travel organisations of winning awards, such as ‘Europe’s Best Low-Cost Airline’.

[6]

e.g.

- Enhances the organisation’s reputation (1) thus attracting more customers (1) and helps generate more revenue (1)
- Presents an exciting marketing opportunity (1) the award ceremony is likely to be well publicised within the trade press (1) can use the award title on all future marketing communications to gain interest (1)
- Gain competitive advantage (1) more prestige than rivals without any industry awards (1) sets the standard for customers offering seal of approval (1)
- Provides motivation for employees/other internal customers (1) e.g. resulting in bonus payments (1) and resulting in job satisfaction (1)
- Customers will have a greater trust in the organisation (1) leading to more bookings (1) and loyalty (1)

Accept any reasonable answers

(d) Evaluate the importance of providing excellent customer service for airlines such as Norwegian, operating in the low-cost market.

[9]

Indicative Content

- Competitive market, lots of airlines so need to stand out to gain new customers
- Most customers value quality of service above all else
- Poor service ruins reputation easily
- Good customer service will guarantee repeat custom and customer loyalty

Use level of response criteria

Level 1 (1–3 marks) Candidate **identifies** up to three reasons why customer service is important

Level 2 (4–6 marks) Candidate **explains** up to three reasons why customer service is important

Level 3 (7–9 marks) Candidate makes up to three analytical or evaluative comments about the importance of customer service